

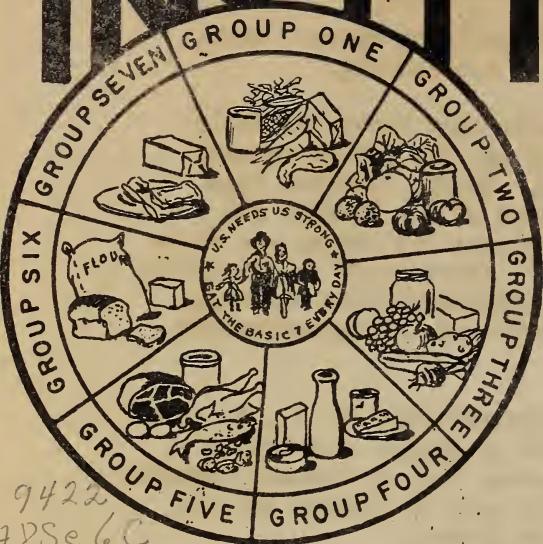
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INSTITUTIONAL

FOOD

SERVICE



ISSUED EACH MONTH BY U. S. DEPARTMENT OF AGRICULTURE
MIDWEST OFFICE OF DISTRIBUTION
WAR FOOD ADMINISTRATION
5 S. WABASH AVE., CHICAGO 3, ILL.



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Rise to

AUGUST, 1944

PEACHES, PEARS, CANTALOUPS AND TOMATOES ARE PLENTIFUL

The all-American fruit-of-the-month will undoubtedly be peaches. This year's crop is the third largest on record. The pear crop is good -- 13% above last year's. Cantaloups are plentiful.

Tomatoes are plentiful with victory gardens now yielding these precious vine-ripened "gems." Tomatoes are second only to citrus fruit as a source of vitamin C. Three and one-half ounces of raw tomatoes provide one-third of our daily requirement of this vitamin. They should be used liberally in salads and sandwiches. They add color, variety, and eye appeal to assorted cold plates.

Relative food value: Cantaloups are about half as rich, per pound, in vitamin C as citrus fruits and tomatoes. Peaches have less than half the vitamin C content provided by cantaloups. However, these two fruits can contribute a goodly share of carotene, or pro-vitamin A, to the diet.

It should be remembered that mature, ripe tomatoes lose very little vitamin C in cooking and canning, especially if stainless steel, plastic, or glass equipment is used. Iron pots and pans or steel knives and strainers that will rust destroy some of the food value. Even full-grown, green tomatoes contain a good portion of the Vitamin C found in the vine-ripened fruit. The late winter tomatoes found in the stores from January to May may contain only one-fourth the vitamin C found in the summer-grown, sun-ripened tomatoes. This is a good reason to use fresh tomatoes in season.

How to buy: Freshly picked fruits in their prime have highest nutritive value. Choose fruit that is free from injury, disease or decay, and that is not over-ripe. This year fresh peaches for table use have been placed under price ceilings. For better quality, buy peaches by grade. Government

standards for the fancy grade require that they should be mature, well-formed, with good color that is characteristic of the variety.

For full-meated, fine-flavored cantaloups, choose them heavy for their size, well-formed, and heavily netted -- if they are the netted variety -- with light golden yellow beneath the netting. Sweet, musklike fragrance indicates ripeness. So does the suppleness of the blossom cut when it is lightly pressed. The very best cantaloups for eating are vine-ripened and usually this quality has the stamp "vine-ripened" on the crate. When melons are bought in case lots, sort them immediately for ripeness, chill the ripest first for use and ripen the green ones at approximately 60° F., turning them as they ripen.

How to store: All fruit should be stored at approximately 40° F., to preserve an optimum amount of the vitamin C. Fresh or canned acid fruits (citrus and tomatoes) retain their vitamin C better than do non-acid fruits; therefore, neither peaches nor cantaloups can be held in storage and retain their nutritive value as long as the citrus fruits.

AUGUST SUPPLIES FEATURE FRESH FOODS FOR INSTITUTIONAL CONSUMERS

In addition to the fresh peaches, tomatoes, and cantaloups offered on Mid-western markets during the next few weeks, a liberal supply of other fruits and vegetables will be available. Many of them will be locally grown.

Supplies of Midwestern apples usually increase in late August and September. California grapes of various varieties will begin arriving in volume during the month, and supplies of honeydews, honeyballs and other melons will also be available.

California pears will be on hand in quantities large enough to include frequently in institutional and home menu plans. Such vegetables as lima beans, sweet corn, cucumbers, kohlrabi, okra, parsley, peppers, and summer squash, in seasonal supply at this time of the year, might also be featured in menus. Irish potatoes will be in good supply during the month, and institutional consumers are urged to make use of the small white potatoes on the market.

Other foods that will be in good supply during the coming weeks include dry onions...peanut butter...citrus marmalade...canned green and wax beans...frozen vegetables, including frozen baked beans...and dry mix and dehydrated soups.

Cereals continue to be plentiful...soya flour, grits, and flakes, wheat flour and bread, oatmeal, macaroni, spaghetti, and noodles...all deserve a prominent place on menu plans during August and September.

AUGUST 1 estimated total production of cabbage is placed by USDA at 1,181,800 tons, for 1944, compared with 832,300 tons produced in 1943, and 907,100 tons, the 10-year average. Indicated production of onions on August 1 was placed at 23,040,000 bags of 100 pounds, compared with 14,946,000 bags in 1943, and a 10-year average of 15,687,000 bags.

SUGGESTIONS FOR SERVING

TOMATOES

Serve cold; stuffed with chicken salad, cabbage slaw, or egg and celery salad.

Stuff with a mixture of chopped tomato pulp, a little green pepper, a touch of onion, and "buttered" bread crumbs. Bake in hot oven 10-15 minutes.

Broil or bake halves sprinkled with salt and ground cheese in 400° oven until cheese is melted. These make an appetizing garnish for a vegetable plate.

Combine tomato wedges with raw green and yellow vegetables such as endive, carrot slivers, leaf lettuce, raw spinach in salad bowl and marinate with French dressing. Serve very cold.

Try a vegetable plate featuring a sandwich of tomato slices, spread with cream cheese and a little chopped olive. Combine this with hard-cooked egg halves, cabbage, and sour pickle salad.

Serve cold tomato juice for breakfast, lunch or dinner, and as the between-meal pick-me-up. It is rich in vitamin C, so likely to be lacking in many workers' diets.

Those late summer, not-quite-ripe tomatoes are delicious if sliced and dipped in egg and fine crumbs and fried. They add flavor and variety to the meal.

Chopped green tomatoes are excellent in pickles.

CANTALOUPS AND PEACHES

Prepare sliced peaches just before serving. If you must peel them ahead of time, prevent discoloration by leaving them whole and covered in a solution of lemon juice and water, or pineapple juice mixed with other fruit juices.

Cut cantaloups in thirds or halves, seed and wrap the sections in waxed paper for lunch pail, or serve chilled on the snack bar.

Fill hollow of cantaloups with fresh berries or seeded cherries for lunch or dinner dessert. Flavor is enhanced when a little sugar or honey and a few drops of lemon or lime juice are added, just before serving.

Make a fresh fruit plate by serving peeled sliced cantaloup with cubes of watermelon and slices or halves of fresh peaches. Turn this into a salad plate by serving on lettuce and garnishing peaches with a mound of cottage cheese.

If you must save time in preparation, combine canned pineapple or pears with fresh melon and peach slices. Add lime or lemon juice for flavor, fresh mint for color and for appetite tempter.

Cook fresh peaches and serve them plain or topped with a flaky crust for peach cobbler, serve raw or cooked peaches over rich biscuit crust for peach shortcake. Don't neglect the ever-popular peach pie -- a lattice top crust will save pastry and fat.

WAR FOOD ADMINISTRATION ACTIONS

FOOD SALES from Government-owned stocks from July 28 through August 1, include: 23,461 cases of canned corn, 3,146 cases of evaporated milk, and 9,599 boxes (25 pounds per box) of dried peaches. Also sold during the week ending August 5 were 27,891 cases of canned carrots, representing part of a quantity offered by WFA July 29 to the original packers.

MARVIN JONES, War Food Administrator, signed an order last week, effective August 13, directing OPA to remove from rationing all beefsteaks and roasts grading lower than "Commercial." Remaining on the list of rationed meats are "Commercial," "Good," and "Choice" grades of beef. Hams and pork loins are due to be replaced on the rationed list beginning August 13.

ICE CREAM QUOTAS, limiting the quantity of milk solids that manufacturers may use to make frozen dairy foods, were reduced by WFA early this month to the 65 percent limitation in effect since December, 1942, except for the 3 months of flush milk production this spring and summer. Maximum milk solids content--which determines ice cream "richness" -- also was lowered to the original "ceiling" of 22 percent. These limitations on the use of milk in ice cream -- contained in War Food Order 8 -- were made to help conserve milk and butterfat for use in butter, milk powder, and other war-important dairy foods. They were partly relaxed for May, June, and July to help assure full utilization of a heavy milk output in those months. In July, manufacturers were permitted to use 75 percent of the milk solids they used in the corresponding month of the base period (December 1941 -- November 1942) and a maximum of 24 percent milk solids content. With milk production declining seasonally and war demands for dairy products expanding it was necessary to restore these restrictions. Other milk conservation measures will be tightened during August.

TURKEY PROCUREMENT for the American armed forces has begun under WFO 106, which became effective July 17. More than 500 processing plants have been authorized in the areas designated under the order. These areas include 24 states and specified counties in three other states. Plants now authorized cover all except a few of these states and areas. Turkeys are being offered by the plants to Army Quartermaster Market Centers and are being inspected and accepted. Since the growing season this year is at least 3 weeks earlier than the season a year ago, it is expected that a substantial part of the requirement for the armed forces will be marketed before mid-September when initial shipments to overseas destinations must be made.

BEEF SET-ASIDE by federally-inspected slaughterers, beginning July 30, has been increased from 35 to 45 percent of the quantities meeting Army specifications. Kosher slaughterers are required to increase the set-aside from 30 to 35 percent. Purpose of this action (Amendment 11 to WFO 75.2) is to make necessary quantities available to the U. S. Military forces.

SOLUBLE COFFEE manufacturers, since August 1, are required to set-aside all current inventories and 100 percent of future production of soluble coffee to assure fulfillment of the requirements of the armed forces and other Government agencies. This action is provided by WFO 109. It does not affect the roasted coffee industry.